Basic information

Robert

App Role: Driver

- 30 years old
- Manager in a bank
- Finchley, London
- Regular user of cab booking apps

Bio

Robert has been working as a taxi driver for the last 5 years. He is very experienced when it comes to prowling the roads in the UK and knows how to maximize the effort/time put in to gain the most amount of $ for a typical daily shift in his driver role.

Expert driver in UK

Loves being his own "boss" and dictating his own time

Passionate about his job

Personality

Introvert	Extrovert
Analytical	Creative
Busy	Time rich
Messy	Organized
Independent	Team player
Passive	Active
Safe	Risky

More about Robert

Interests

Active gym member, loves working out and tries to go daily

Family man and loves that he has so much control over his time due to his job

Influences

Driving forums

Daily newspapers

Goals

Wants to provide well for his family

Be a bodybuilder one day after he retires from driving

Be a role model for his kids

Needs and expectations

Wants a good app that allows him to provide feedback on possible new features

Feels that the current apps prioritize customer features over driver features

Motivations

Wants to be involved in the app requirement cycle as he feels he has good ideas

Wants the next transport booking app to be solid, stable and feature rich

Pain points and frustrations

Current transport booking applications prioritize customers over drivers

Current transport booking applications do not cater or allow users to provide feedback

Current transport booking applications do not allow for exporting of driving history out of app to monitor